

### **REMARKS/ARGUMENTS**

In the Final Office Action mailed March 14, 2008, claims 1, 2, 4-12, 14, 15, 17, 20-26, and 29-34 are examined and rejected as follows:

- Claims 1, 2, 4-8, 14, 20-24 and 29-34 are rejected under 35 U.S.C. § 103(a), as allegedly obvious over U.S. Patent No. 5,972,155 to Coopridner et al. ("the Coopridner patent") in view of U.S. Patent No. 3,950,580 to Boudet ("the Boudet patent").
- Claims 9-2, 15, 17, 25 and 26 are rejected under 35 U.S.C. § 103(a), as allegedly unpatentable over the Coopridner patent in view of U.S. 4,898,323 to Chen et al. ("the Chen patent").
- Claims 35-38 are rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over the Coopridner patent in view of the Boudet patent and further in view of the Chen patent.

Applicant cancels claims 1, 5-12, 15, 17, 21, 22, 25, 26, and 36 and respectfully traverses the rejections of claims 2, 4, 14, 20, 23, 24, 29-35, 37, and 38 for the reasons set forth below.

The Office Action is the sixth Office Action on the merits in the present application. As noted in MPEP § 707.02:

The supervisory patent examiners should impress their assistants with the fact that the shortest path to the final disposition of an application is by finding the best references on the first search and carefully applying them. The *supervisory patent examiners are expected to personally check* on the pendency of each application which is up for the *third or subsequent* Office action with a view to finally concluding its prosecution.

Emphasis added. Accordingly, Applicant hereby requests that the Examiner obtain the Supervisory Primary Examiner's signature on any subsequent Office Action.

### **The Invention**

Before addressing the specific claim limitations, it will be helpful first to briefly summarize the invention of the pending claims.

The present invention resides in printable media that includes a sheet defining a front side, a rear side, and at least first and second intersecting side edges, where each of the first and second side edges define opposing longitudinal ends. One of the longitudinal ends of each of the first and second side edges defines a common longitudinal end. Also, the printable media includes a plurality of first strips of adhesive material on one of the front and rear sides of the sheet adjacent to the first side edge and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge. In addition, the printable media includes a plurality of second strips of adhesive material on the one of the front and rear sides of the sheet adjacent to the second side edge and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge. Furthermore, the printable media includes a plurality of first liners respectively positioned over the plurality of first strips of adhesive material, and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material.

The present invention also resides in a printable media that includes an at least substantially opaque sheet defining a front side, a rear side, first and second horizontally extending side edges, and first and second vertically extending side edges, where each of the side edges defining opposing longitudinal ends. Also, the printable media includes a plurality of horizontally extending strips of pressure sensitive adhesive on the rear side of the at least substantially opaque sheet adjacent to the first horizontally extending side edge and extending substantially from one longitudinal end of the first horizontally

extending side edge to the other longitudinal end of the first horizontally extending side edge. In addition, the printable media includes a plurality vertically extending strips of pressure sensitive adhesive on the rear side of the at least substantially opaque sheet adjacent to the first vertically extending side edge and extending substantially from one longitudinal end of the first vertically extending side edge to the other longitudinal end of the first vertically extending side edge. Furthermore, the printable media includes a plurality of closely spaced horizontally extending release liners covering the plurality of horizontally extending strips of pressure sensitive adhesive, and a plurality of closely spaced vertically extending release liners covering the plurality of vertically extending strips of pressure sensitive adhesive.

**The Rejection of Claims 1, 2, 4-8, 14, 20-24, and 29-34 Based on the Coopridr Patent in View of the Boudet Patent**

On pages 2-4 of the Office Action, independent claims 1, 7, 14, and 20, and dependent claims 2, 4-6, 8, 21-24, and 29-34, are rejected under 35 U.S.C. § 103(a), as allegedly obvious over the Coopridr patent in view of the Boudet patent. Applicant has canceled claims 1, 5-8, 21, and 22, and respectfully traverses this rejection of remaining claims 2, 4, 14, 20, 23, 24, and 29-34.

In forming the § 103 rejection of independent claims 14 and 20, and dependent claims 2, 4, 23, 24, and 29-34, the Examiner *erroneously* assumed that one having ordinary skill in the art would have been led to combine the disparate teachings of the Coopridr and Boudet patents. The Coopridr patent discloses two strips of adhesive 40, with each one of the strips of adhesive being located along one of two edges of a signage sheet 10 (see Figures 1 and 3, and column 4, lines 9-16). Each of the strips of adhesive is covered with a corresponding strip of release liner 50. As noted in column 5, lines 33-54, the space between the two strips of adhesive is an “adhesive free area 25a available for being printed with communicative indicia.” The Coopridr patent discusses the width of the two strips of adhesive. In particular, the Coopridr patent discloses that the width of

the strips of adhesive *must* be sufficiently wide to prevent loss of adhesion between the signage sheet and a substrate, and that the width of the strips of adhesive “should be *limited* to that width necessary to minimize the risk of adhesive failure in order to maximize the size of the adhesive free imprintable area 25a . . . .” Emphasis added. Thus, the Cooprider patent teaches the requirement that the width of the strips of adhesive should only be wide enough to allow adhesion to the substrate, otherwise, the size of the adhesive free imprintable area will not be maximized.

The Boudet patent discloses a single strip of adhesive along an edge of a light-transmitting sheet 1, which is used as a display device, and the single strip of adhesive is covered with two strips of film 4 and 5 (see the figure that is included in the Boudet patent and column 1, lines 31-51). In use, the Boudet patent describes that one 4 of the two strips of film is removed to adhere the display device to a substrate while the other strip of film 5 remains attached and unused (column 1, lines 59-68). The display device adheres to the substrate using the portion of the single strip of adhesive underlying film strip 4, and the portion of the single strip of adhesive underlying film strip 5 is not required to adhere the display device to the substrate. As shown in the figure of the Boudet patent, film strip 5, and hence the portion of the single strip of adhesive underlying film strip 5, is positioned toward the center of the display device relative to film strip 4.

On page 3 of the Office Action, the Examiner states “it would have been obvious to one having ordinary skill in the art to utilize Boudet’s teaching of using a plurality of liners, as claimed in the invention of Cooprider with the motivation to provide for selectively adjusting the adhesiveness.” However, the examiner *fails* to recognize that the Cooprider patent specifically *teaches away* from using additional adhesive, and covering it with liner. Doing so would *not* provide “a proper balance between the competing interests of ensuring prolonged adhesion of the signage 10 to a mounting substrate . . . and providing maximum imprintable adhesive free area 25a . . . .,” that the Cooprider patent requires (see column 5, lines 46-50). Thus, the combination of the

Cooprider patent and the Boudet patent, which requires a wider than necessary strip of adhesive that is configured to be covered by two strips of film, would destroy an essential feature of the teachings of the Cooprider patent, namely, the maximization of the imprintable area between the strips of adhesive.

Also on page 3 of the Office Action, the Examiner states the following: "For claim 14, it would have been [sic] obvious matter of design choice to modify Boudet by providing [sic] plurality of adhesive strips adjacent a second edge, with respective release liners, based on duplication of parts." However, the Examiner analysis of claim 14 *fails* to consider the requirement from the Cooprider patent that there be "a proper balance between the competing interests of ensuring prolonged adhesion of the signage 10 to a mounting substrate . . . and providing maximum imprintable adhesive free area 25a . . .". As noted above, the teachings of the Boudet patent do not satisfy the Cooprider patent's requirements, and thus, the Boudet patent teaches away from the Cooprider patent. Duplicating, *i.e.*, multiplying, the strip of adhesive 2 that is covered by films strip 4 and 5 would only increases the area of the sheet 1 that is covered by adhesive in the Boudet patent. Thus, duplicating the teachings of the Boudet patent only moves the teachings of the Boudet patent further away from the teachings of the Cooprider patent.

Accordingly, it would *not* have been obvious to one having ordinary skill in the art at the time the invention was made to combine the disparate teachings of the Cooprider patent and the Boudet patent. Therefore, the rejection based upon the Cooprider patent in view of the Boudet patent is improper. For this reason, Applicant submits that this § 103 rejection of independent claims 14 and 20, and dependent claims 2, 4, 23, 24, and 29-34, is improper and should be withdrawn.

Even if one of ordinary skill in the art at the time of the invention was made *erroneously* combined the Cooprider and Boudet patents, the resulting combination would not teach or suggest the requirements of independent claims 14 and 20. In particular, *neither* the Cooprider patent *nor* the Boudet patent, individually or in

combination, teach or suggest a “a plurality of first strips of adhesive material . . . ; a plurality of second strips of adhesive material. . . ; a plurality of first liners respectively positioned over the plurality of first strips of adhesive material; and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material,” as required by independent claim 14, and thus, dependent claims 4, 23, 24, and 34; or “a plurality of horizontally extending strips of pressure sensitive adhesive . . . ; a plurality of vertically extending strips of pressure sensitive adhesive . . . ; a plurality of closely spaced horizontally extending release liners covering the plurality of horizontally extending strips of pressure sensitive adhesive; and a plurality of closely spaced vertically extending release liners covering the plurality of vertically extending strips of pressure sensitive adhesive,” as required by amended independent claim 20, and thus, dependent claims 2 and 29-33. In fact, *neither* the Cooper patent *nor* the Boudet patent teach a first plurality of strips of adhesive material *and* a second plurality of strips of adhesive material, much less, a first plurality of liners over a first plurality of strips of adhesive *and* a second plurality of liners over a second plurality of strips of adhesive.

Accordingly, *neither* the Cooprider patent *nor* the Boudet patent, *nor* the combination of the Cooprider and the Boudet patents, teach or suggest the requirements of independent claims 14 and 20. For this additional reason, Applicant submits that the § 103 rejection of independent claims 14 and 20, and dependent claims 2, 4, 23, 24, and 29-34, is improper and should be withdrawn.

**The Rejection of Claims 9-12, 15, 17, 25 and 26 Based on the Cooprider Patent in View of the Chen Patent**

On pages 4-6 of the Office Action, claims 9-12, 15, 17, 25, and 26 are rejected under 35 U.S.C. § 103(a), as allegedly unpatentable over the Cooprider patent in view of the Chen patent. Applicant has canceled claims 9-12, 15, 17, 25, and 26. Accordingly, the rejection of claims 9-12, 15, 17, 25, and 26 is moot.

**The Rejection of Claims 35-38 Based on the Cooprider Patent in View of the Boudet Patent and in Further View of the Chen Patent**

On pages 6 and 7 of the Office Action, dependent claims 35-38 are rejected under 35 U.S.C § 103(a) as allegedly unpatentable over the Cooprider patent in view of the Boudet patent and the Chen patent. Applicant has canceled dependent claim 36, and respectfully traverses this rejection of remaining dependent claims 35, 37, and 38.

Amended dependent claim 35 now depends from independent claim 14, as does claim 37. Amended dependent claim 38 depends from amended independent claim 20. As previously discussed, the Examiner's reliance on the Cooprider patent in combination with the Boudet patent is misplaced for two reasons, namely, (1) the Boudet patent *teaches away* from the Cooprider patent, and (2) *neither* the Cooprider patent *nor* the Boudet patent, individually or in combination, teach or suggest "a plurality of first strips of adhesive material . . . ; a plurality of second strips of adhesive material . . . ; a plurality of first liners respectively positioned over the plurality of first strips of adhesive material; and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material," as required by independent claim 14, and thus, dependent claims 35 and 37; or "a plurality of horizontally extending strips of pressure sensitive adhesive . . . ; a plurality of vertically extending strips of pressure sensitive adhesive . . . ; a plurality of closely spaced horizontally extending release liners covering the plurality of horizontally extending strips of pressure sensitive adhesive; and a plurality of closely spaced vertically extending release liners covering the plurality of vertically extending strips of pressure sensitive adhesive," as required by amended independent claim 20, and thus, dependent claim 38.

The Examiner merely cites the Chen patent for teaching a permanent adhesive (see page 7 of the Office Action). The Chen patent *does not* teach or suggest "a plurality of first strips of adhesive material . . . ; a plurality of second strips of adhesive material . . . ; a plurality of first liners respectively positioned over the plurality of first

strips of adhesive material; and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material,” as required by independent claim 14, and thus, dependent claims 35 and 37; or “a plurality of horizontally extending strips of pressure sensitive adhesive . . . ; a plurality of vertically extending strips of pressure sensitive adhesive . . . ; a plurality of closely spaced horizontally extending release liners covering the plurality of horizontally extending strips of pressure sensitive adhesive; and a plurality of closely spaced vertically extending release liners covering the plurality of vertically extending strips of pressure sensitive adhesive,” as required by amended independent claim 20, and thus, dependent claim 38. Accordingly, *neither* the Coopriider patent, the Boudet patent, *nor* the Chen patent, *nor* the combination of the Coopriider patent, the Boudet patent, and the Chen patent, teach or suggest the requirements of independent claims 14 and 20, and thus dependent claims 35, 37, and 38.

For these reasons, Applicant submits that the § 103 rejection of dependent claims 35, 37, and 38, which depend upon independent claim 14 or amended independent claim 20, is improper and should be withdrawn.

### **Conclusion**

This application should now be in condition for a favorable action. Applicant respectfully requests entry of this Amendment and an early allowance of all claims herein. If for any reason the Examiner finds the application other than in allowance, the Examiner is requested to call the undersigned at the below telephone number to discuss the steps necessary for placing the application in condition for allowance. Payment for fees due in connection with the filing of this amendment is made via credit card. In the event of a payment deficiency, or if additional fees are due, please charge any underpayment or additional fees to Avery Dennison’s Deposit Account No. 013025.

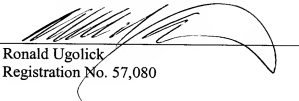


Appl. No. 09/920,236  
Amdt. Dated September 15, 2008  
Reply to Office Action of March 14, 2008

Respectfully submitted,  
AVERY DENNISON CORPORATION

Dated: 09/15/08

By:

  
\_\_\_\_\_  
Ronald Ugolick  
Registration No. 57,080

Customer No. 63543  
Avery Dennison Corporation  
Law Department  
150 North Orange Grove Boulevard  
Pasadena, California 91103  
Phone (714) 674-8128; Fax (714) 674-6955